

**Internship report on Claims Analysis of Transportation
Operations at Daraz Bangladesh Limited**



الجامعة الإسلامية للتكنولوجيا
UNIVERSITE ISLAMIQUE DE TECHNOLOGIE
ISLAMIC UNIVERSITY OF TECHNOLOGY
DHAKA, BANGLADESH
ORGANISATION OF ISLAMIC COOPERATION



Submitted to

Islamic University of Technology

**In partial fulfillment of the requirements for the degree of
BBA in Business and Technology Management (BTM)**

Submitted by:

I understand that my final report will become part of the permanent collection of the Islamic University of Technology BBA in Business and Technology Management Program. My signature below authorizes release of my final report to any reader upon request.

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This internship report is submitted to the Department of Business and Technology Management (BTM) at the Islamic University of Technology (IUT) for the course BTM 4800.

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Letter of Transmittal

S.M. Rakibul Anwar

Assistant Professor

Department of Business and Technology Management

Islamic University of Technology

Subject: Submission of “Internship report on Claims Analysis of Transportation Operations at Daraz Bangladesh Limited”

Dear Sir,

I hereby submit the Internship report titled “Internship report on Claims Analysis of Transportation Operations at Daraz Bangladesh Limited” which is a part of the internship program. It was a great achievement on my part to work under your direct guidance.

While preparing this report, I have tried my best to portrait the condition of the company and reflect on my personal experience at the organization. The opportunity to work at Daraz has opened a door of huge possibility of learning about the corporate field operations and grow personally. It was a great experience working there and preparing this report under your supervision.

I will be highly obliged if you kindly accept this report any provide me with any kind of expert judgment or feedback you may have.

Sincerely yours,

Jinnatul Raihan Mumu

ID: 170061058

Acknowledgement

This report was the result of many people's tireless efforts and support. I am grateful to each and every one of them for providing me with the support and direction that enabled me to complete this report. Firstly, I would like to express my gratitude to Allah for providing me with the ability to do so, patience, and resilience to carry out my responsibilities as an intern at Daraz Bangladesh Limited, which is the focus of this report.

Secondly, I would like to express my gratitude to Mr. S.M. Rakibul Anwar, Assistant Professor at the Business and Technology Management department, for his unwavering support and advice throughout my internship. Sir has managed to assist me in drafting my report despite his hectic schedule and has been really patient throughout.

Thirdly, I am grateful to the entire BTM department for working tirelessly to make the internship program a success for myself and my classmates. They were the ones who ensured that theoretical knowledge and first-hand corporate experience could be combined.

Finally, I would like to thank my family for assisting me in remaining strong and healthy throughout the entire period. I would also like to thank my coworkers for guiding me with helpful recommendations and guidance, as well as for motivating me. I must add emphasize the welcoming and supportive environment, which assisted me in overcoming numerous challenges.

Executive Summary

This internship report highlights my experiences as a claim analysis intern with Daraz Bangladesh Limited's Transportation Operations department. The report's objective is to provide a clear and concise overview of the organization, its different functional divisions, and its primary responsibilities, how they conduct business and my roles in this organization. This report will detail the entire transportation operation's management, from order placement to delivery to the end consumer. This study was also constructed using primary and secondary sources of information. The majority of the information came from my everyday perceptions and interactions with people. Additional data was acquired through the Organization's employee handbook, website, and relevant materials.

Due to their excellent drive, Daraz Bangladesh Limited is Bangladesh's largest e-commerce organization. It was a pleasurable experience that also provided me with an excellent opportunity for learning. I have learned several business etiquettes, such as how to behave appropriately in the workplace, how to interact professionally with vendors, and how to operate within an organization from the inside, along with many other things.

This internship experience enabled me to expand my horizons, sharpen my talents, and pick up a few new skills. I spent the most of my time in operations, where I was solely responsible for the claims decision making project. My daily responsibilities included reporting to work on time, appropriately assessing and resolving assigned cases, maintaining adequate claim documents, conducting data analysis and preparing dashboards and acting as a liaison between the claims team, Daraz's internal logistics team (DEX), other third-party logistics and Partner Seller Centre (PSC) team. This report aims to summarize what Daraz as an online business offers, how their many non-exclusive jobs are carried out, and how activities affect revenue.

CHAPTER: 1

INTRODUCTION

Introduction

This report is an integral part of the course – Internship 4800 for the 8th semester. This report is written with an aim of sharing the experiences that I have gathered while working in an E-commerce company Daraz Bangladesh Ltd. As a final semester student of the Business and Technology Management Department, this 9-credit internship course is a must. Hence, it plays a significant role in fulfilling my graduation successfully. Under this requirement, I have completed a 3 months' internship in the Operations department of Daraz Bangladesh Ltd. which is a business wing of AliBaba Group, a multinational company and an E-commerce industry pioneer.

Internships are becoming increasingly significant as a way to supplement our education while also securing our future employment. They provide us with a useful insight into what it's like to work for a livelihood, provide insights into how our chosen sector works and what it takes to achieve, and they can demonstrate to a potential employer that we are serious about wanting to be a productive, successful employee. The three month internship in Daraz Bangladesh Ltd was a lifelong experience for me.

In this part, I will cover the purpose of this study and scope of the work completed during the internship period. I will be analyzing and evaluating how my organization operates. Additionally, the company's management, marketing, and financial practices will be discussed to the extent practicable based on the information I have gathered and that has been revealed to me.

This internship granted me exposure to the inner workings of E-commerce and IT sector. They allowed me to go behind the curtains to obtain a sense of the unique knowledge and daily practices that each position necessitates. I got the advantage of watching qualified professionals accomplish activities that I would have instead only read about, as well as the opportunity to try out the jobs myself.

The report will concentrate on the operations department of the organization where I worked, my duties and responsibilities as an intern, and an analysis of the lessons learned throughout the process. In many ways, the program was beneficial to me. The program introduced me to the corporate world, which will serve as a foundation for new learning

and growth for me. This experience, I believe, will always serve as a stepping stone for me in the corporate world. For my department mates who will follow me, I believe this will be a fantastic opportunity to learn practically and prepare for a career in the corporate world.

1.1 Background of the Report

Established in 2015, Daraz Bangladesh Limited is a business wing of AliBaba Group, a multinational company and an E-commerce industry pioneer. Daraz covers four key areas – e-commerce, logistics, payment infrastructure and financial services. It provides the sellers and customers with an end-to-end commerce solution. In this internship report, I will try to explain my internship experience at Daraz Bangladesh Limited. I have completed my three months internship at Daraz's Transport Operations department and worked under the Claim Project Management. I will try to summarize what I have learned from this internship experience and how it will benefit me for my upcoming future.

1.2 Origin of the Internship Report

The Islamic University of Technology's internship program is a requirement for students of Business and Technology Management to complete their undergraduate degree. The primary goal of this program is to introduce the first batch of BTM department graduates to the job market and the corporate world. BTM department's goal is to expose its students to the practical and working world. Because the students are already familiar with the theoretical concepts of the business world, the internship program was designed to allow them to apply the theory to the reality of the world and gain professional experience. The real hurdle here is to apply theoretical knowledge to real-world concepts and experiences.

1.3 Main Purpose of the Internship Program:

In this section, I shall discuss about the key purpose of the internship program. Below I identify the main purposes:

- Gain experience in a real-world corporate setting.
- Students should be introduced to the job market.
- Connect theory to experience.
- Organize detailed information about the job description.
- Completion of BBA program requirements.

The report is the result of a three month internship at Daraz Bangladesh Ltd. and was prepared in accordance with the University's requirements for the Business and Technology Department. It contains information about the company and its products, as well as information about the industry in which the company operates.

1.4 Objective of the Internship Report

Generic Objectives:

During the three month internship, the main goal was to gain an understanding of the operations of the company's operations department and how they work to achieve their objectives. The program can be described as an undergraduate student's understudy of the corporate world. This report describes the activities I took part in during my internship. The purpose of this report is to demonstrate my comprehension of the work completed as well as the experience gained during the internship program. It is a comparison of activities and learning with the goal of determining my learning yield in the organization.

Specific Objectives:

- Outline my duties and responsibilities as an intern.
- To depict the company's overall condition and status in the domestic markets.
- Obtaining information about the overall operational processes of the E-commerce industry.

1.5 Methodology Used and Data Source

I gathered information and insights from both primary and secondary sources while preparing this internship report.

Primary Sources:

A large portion of the report is devoted to describing the data gathered through primary research. The majority of the major components and insights reported were obtained through face-to-face conversations with the company's employees and workers.

Information Sources:

- Official employees of the company.
- The Diary and notes I maintained throughout the internship period.

Secondary Sources:

While primary research constitutes the majority of this report, a significant amount of the information presented in the report was gathered from secondary sources. Several sources were used as secondary sources of information for my report.

Main sources:

- Company Website.
- Google search engine.
- Research papers about E-commerce industry.

1.6 Significance

This report provides an insightful and concise overview of the organization, the operations department of Daraz, and the industry in which the company operates. It primarily focuses on the employee perspective and provides specific statistics about the company's performance in the local markets. This report will educate readers on the operational and analytical activities of E-commerce industry in Bangladesh. This report is very significant

part for the knowledge enhancement of students' of BTM department. It will help as a guide to understand the potentialities of industrial experience.

1.7 Limitations

Despite few limitations, I have done my best to make the most of this experience. Limitations include:

- Three months was comparatively short for achieving all of the company's knowledge and insight.
- During the pandemic it was difficult to have physical communication opportunities.
- Due to agreement, lots of company data and facts could not be shared in this internship report.

CHAPTER: 2

COMPANY

OVERVIEW

Company Overview

2.1 Introduction to Daraz

Derived from an Urdu word, “Daraz” refers to the e-commerce industry as a whole as "Drawer." Daraz confidently started its business with their website: daraz.com.bd in Bangladesh. In 2013, a new website for a fourth internet service provider appeared on the scene. Daraz is on Facebook, where it has 4 million followers. Despite this, Daraz is keeping an eye on search engine optimization and is well-known in the online community. This means that when a consumer types in "Google's most comprehensive online website," Daraz usually comes up top. This South Asian e-commerce giant, Daraz, is the biggest.

In 2012, German Venture Capital created Daraz. Bangladesh and Myanmar are also part of Daraz's South Asian activities. Pakistan and Nepal are Daraz's other major South Asian markets. When Alibaba bought Daraz outright in 2018, it did so with all of the company's outstanding shares. Daraz is one of them, and it operates its business in Bangladesh as an industry leader.

The official website of Daraz Bangladesh is <https://www.daraz.com.bd/>

Daraz is mainly an e-commerce platform which is under Alibaba now. It operates globally in other countries like Pakistan, Myanmar, Sri Lanka and Nepal. Starting from household needs to expensive electronic items, the product and services provided by Daraz are diverse in nature. Daraz follows a “Zero Inventory Model” to run in the marketplace. Mainly end-users like common people and retailers are the customers of Daraz. That said, it is the largest technology based e-commerce company of Bangladesh now!

2.2 Mission and Vision of Daraz

Mission: Daraz's mission is to acquire all of the buyers in the marketplace. Daraz routinely offers a wide range of discounts to help customers save money on their purchases. Daraz likewise strives to keep prices as low as possible for its customers, which is why the company's motto is "*Happy Shopping.*"

Vision: Daraz Bangladesh's ambition is to get items delivered within an hour in Dhaka and within a three-hour window outside of Dhaka.

Goal: Daraz's goal is to provide the highest-quality goods at the lowest price feasible in the shortest period possible.

With these statements, Daraz Bangladesh demonstrates its dedication to providing and serving its consumers with high-quality products and services, as well as its desire of dominating the industry and the country's economy.

2.3 Values of Daraz

Daraz Bangladesh bases all of its business decisions and activities on these five core values. These ideals have been implemented throughout all of their business units while delivering goods and services. They're as follows:

Integrity: Daraz Bangladesh operates with the utmost integrity toward its business partners, employees, customers, and the community as a whole.

Commitment to Customers: Bangladesh dedicates their efforts and time to providing their customers with products and services that bring them delight and happiness. Customers' happiness and positive comments serve as the yardstick by which they judge their own success.

Teamwork: Bangladesh believes that everyone should have an ownership mindset, and they want our employees to make a difference to the company as a whole by doing their jobs well. They are able to do this because of the open and honest communication that exists inside the company.

Embrace Change: E-commerce is no exception to the norm that change is an inevitability. Everyone who works at Daraz is certain of this and has adopted an attitude of accepting it and carrying out their duties in accordance with it. You can see it in Daraz's growth from its inception until now.

Social Responsibility: Daraz Bangladesh is committed to giving back and bettering the communities in which it operates. Sustainable business practices are part of their Identity. They employ a company strategy that takes ethical, social, environmental, cultural and economic spherical considerations into account when making business decisions.



Figure 1: Values of Daraz

2.4 Management

2.4.1 Organizational Structure of Daraz

The Alibaba Group bought Daraz Group in full and officially assumed full operational responsibilities. Daraz's CEO Daniel Zhang expressed Alibaba's excitement for the company's ecosystem to become a part of Daraz's biological system, and better serve customers jointly.

Md. Mahbub Hasan, the group's managing director, oversees all of Daraz Bangladesh's business units and makes major decisions for them. In 2015, he joined as CFO, and in 2017, he was elevated to the position of Managing Director of Daraz Bangladesh. Daraz Bangladesh's Chief Human Resources Officer Kazi Mohammad Jafar Sadek is now in charge of human resources. It was in 2018 that he joined Daraz Bangladesh and has 13 years of expertise as an HR specialist with a strong track record in the clothing, banking, manufacturing, and e-commerce industries.

2.4.2 Organizational Divisions of Daraz

Depending on the size and nature of the task, each department of a business is vital. In their approach, the divisions are trying to be competitive from their point of view. Departments are staffed with a variety of skilled individuals in order to better complete the organizational goal. Since Daraz is a multinational e-commerce business, each department's activities are organized and executed according to the pattern defined by the Alibaba Headquarters. Daraz's key departments are:

Finance Department	Information Technology Department
Account Department	Department of Public Relation
Marketing Department	Onsite and Content Management Department

Human Resources Department	Issue and Resolution Department
Commercial Department	Graphic Design Department
Business Development Department	Operations Department
Administration Department	Customer Services Department
Sales Management Department	Department of Category Management

Sub-departments exist inside each of the departments. Daraz is Bangladesh's greatest online business platform since each department's operational operations are carried out in this manner.

2.4.3 Organizational Leadership Style

Daraz Bangladesh's leadership relies on a clear chain of command, stringent rules, and staff compliance. Thus, Daraz Bangladesh's leadership style is bureaucratic, in which a hierarchy of power establishes norms for administration and decision-making. The bureaucratic form of leadership of Daraz Bangladesh is continuously assisting the organization to reach newer heights every day. Some of benefits are highlighted below:

It centralizes duties and roles within a team: Leaders in the bureaucracy want teams with well-defined responsibilities. The objective of this leadership style is to develop compartmentalized specialists, even if employees with the proper expertise are required to serve several positions from time to time. Each team member has a distinct job to do. As a result, everyone, including the leader, can put their energy into what they do best: making sure all inquiries are addressed by the right individuals.

Hierarchy of Authority: There is a hierarchical structure inside the company, with lower-level employees reporting to and being supervised by those in higher positions. Employees in Daraz, for example, report to their department heads and are overseen by their team supervisors. The vice president of the department has final say over the actions of the

department heads. The vice president is answerable to the CEO, who in turn is answerable to the board of directors.

2.4.4 HR Management Practices

Human resources (HR) are a critical department for every business since it looks out for the interests of its employees. This issue has also caught the attention of Daraz Bangladesh's human resources department. The department is tasked with managing the HR needs of the organization, as well as payroll, regulations and policies, and so on.

Rules and Policies: Daraz Bangladesh has a strict schedule for its employees' working hours. They either work from 9:30 am to 6:00 pm or from 10:00 am to 7:00 pm. Employee benefits and incentives are also created by the HR department. For them to be effective, they need to make sure that they are relevant and that their design supports employee motivation. Additionally, the HR division has a zero-tolerance attitude for harassment or discrimination. Anyone caught breaching it faces allegation.

Recruitment Process: The HR department oversees hiring new employees. When other divisions require recruits, the heads of those divisions' places requisition. Later, he collaborates with the department heads to perform job analysis and create the job posting. After that, he places it on a variety of employment sites and social media. As well as this, he tries to spread the word about the job openings internally to see if they can help to find an appropriate applicant. He schedules the interviews after speaking with the appropriate department head about his or her availability, and then notifies the applicants of the time and day of the interview.

2.4.5 Organizational Development and Employer Branding

Daraz Bangladesh Limited adopts a number of ways to achieve organizational development and employer branding. Below I discuss few of them which I could collect during my internship period.

Regular health sessions are held on office ergonomics. In these sessions, employees are taught how to use prompts/reminders to help them get up and move away from your desk and go for a walk outside if possible. They are also motivated to use the stairs instead of the lift, walk to a colleague instead of emailing or calling (when appropriate), and taught how to change their work tasks frequently throughout the day so that they can change your posture.

Daraz offers a program called Future Leadership Program where potential candidates are selected and trained into being the most proactive and efficient Management Trainee. Daraz also provided the facility of free COVID-19 test during this pandemic to its employees who worked from office.

D-Women is an initiative of Daraz Bangladesh basically working with some goals aligned with global operations to enhance women empowerment within the organization. Programs are held with the female employees where they discuss their problems within the organization and find feasible solutions to overcome those and plan for the upcoming days regarding their concern as well.

Daraz Bangladesh also arranges sports competition among departments. This helps the employees to strengthen their bonds, improve leadership and team playing skills, dedication towards individual department, develop relation with other department due to the mass gathering and participation and most importantly recreation of their monotonous minds.

2.5 Marketing Practices of Daraz

2.5.1 Marketing Strategies of Daraz

Daraz Bangladesh conducts most of its transactions online. They place an emphasis on online marketing in order to boost sales. Even though online marketing has increasingly overtaken Offline marketing in recent years, the latter has not completely disappeared. Besides online marketing, Daraz Bangladesh also engages in offline promotion. Some of them are discussed in the following:

Online marketing is carried out by Daraz Bangladesh through social media platforms such as Facebook, Instagram, YouTube and Twitter by creating their own contents like motion graphics or short videos. Daraz Bangladesh gives advertisements on different websites all the time. If any visitor clicks on those advertisements, they will directly go to the webpage of Daraz Bangladesh. And also, does search engine optimization.

Daraz Bangladesh also does affiliate marketing strategies with other notable brands existing currently in Bangladesh. Participating in different types of Events.

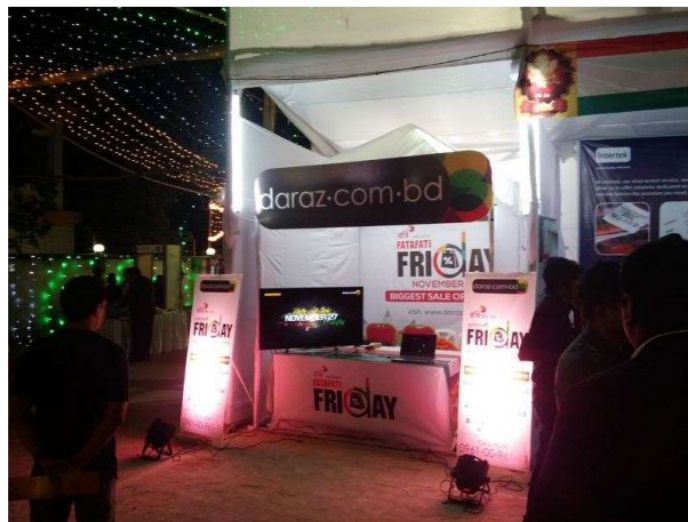


Figure 2: Daraz at Diwali- the Festival of Lights | Daraz Life

Locating banners of Daraz Bangladesh in different markets during their campaigns. Giving vouchers and offers to its consumer to get discounts in different campaigns e.g. 11.11 campaign, 12.12 campaign, Anniversary sale, Super Sunday sell etc. Mentionable marketing strategy of Daraz Bangladesh is they are currently the title sponsor of Bangladesh National Cricket Team.



Figure 3: Daraz becomes Bangladesh cricket team sponsor

2.5.2 Targeting Strategies of Daraz

Daraz Bangladesh has unique targeting strategies. It uses a diversified marketing approach. Daraz Bangladesh targets distinct customer segments. Their initial objective was the city of Dhaka. Their client base has grown steadily throughout the country. As a result of demographic segmentation, they focused on the young generation and middle-to-higher-income groups in Bangladesh, where most internet users are members of the younger generation.

Every year, Daraz introduces unique bargains for all days of the year, including Pohela Boishakh, Valentine's Day, Black Friday, and Eid celebration. Daraz offers its customers 'the same for less'. In the physical store or any other competitor's goods, Daraz sells the same things at a very competitive price that Daraz. It's significant since pricing comparisons on different websites give customers more satisfaction. The cost is not the same as in other internet stores. Their unique brand agreements allow them to provide savings of up to 70% on products from many different brands and corporations. Since they are international corporations, Daraz holds a prominent position. While this is true, Daraz presents its company as a digital platform for shoppers by offering a discount voucher, shipping items as quickly as possible, and offering a hassle-free return policy.

2.5.3 Market Segmentation of Daraz

Market segmentation is the process of dividing a broad consumer or business market, normally consisting of existing and potential customers, into sub-groups of consumers based on some type of shared characteristics. Below we discuss the market segmentation of Daraz:

Geographic variables: Daraz Bangladesh initially targeted the entire country as a single market segment. When Daraz Bangladesh first started operating in 2013, they were attempting to take the greatest part of the country's booming e-commerce market. For the most part, they focused on the large cities of Dhaka and Chittagong. Daraz has been able to capture the entire country only through digital and online operations and is doing it in an extremely effective manner.

Demographic variables: In terms of demographics, they target a younger demographic through marketing technological equipment. Furthermore, because today's youth are well-versed in fashion, technology, and fads, they have come to expect and want these items. However, browsing the Daraz website, I discovered that they provide a wide range of goods and services to suit a wide range of needs. They've got senior citizen baby goods. According to this, Daraz isn't interested in focusing on just one sort of segmentation. As a result, due to its wide range of products ranging in price from low to high, it is safe to infer that it caters to families of all economic levels. The Daraz Bangladesh's mission is to reach out to those without access to the internet.

Psychographic variables: Daraz Bangladesh takes lifestyle, risk-taking, and leadership traits into account while creating its products and marketing them to customers. As a result, because Daraz is a digital marketplace, it places a high value on demographics and psychographics in order to better understand "who" its customers are and "why" they purchase. However, internet users, such as those on Facebook, Twitter, and email, were singled out as particularly essential customers.

Behavioral variables: Behavioral aspects include things like the commodity's ability and benefits as well as its degree of usage by customers. Purchasing behavior, the usage of goods and services, benefit sought, and heavy, medium-light users are some of the metrics

used by Daraz Bangladesh It's a long shot. In other words, it doesn't only target the most loyal customers.

2.5.4 Marketing Mix of Daraz

An organization's marketing strategy is implemented through the use of what is known as the marketing mix. The marketing mix is a tool used to assess the effectiveness of a marketing plan's promotional efforts. Here the marketing mix of Daraz Bangladesh will be described in brief which is the all-possible marketing tactics combined to meet the company's marketing goal.

Product: Daraz is a business-to-consumer (B2C) marketplace. There are twelve different product categories for purchasers to choose from, and each area includes a few subcategories to aid customers in their search for the items and services they seek. The categories include:

- ✓ Electronic Devices & Accessories
- ✓ TV & Home Appliances
- ✓ Health & Beauty
- ✓ Babies & Toys
- ✓ Groceries & Pets
- ✓ Men's and Women's Fashion Accessories
- ✓ Sports & Outdoor

Place: Daraz is an online marketplace, therefore you make your purchase there. In other words, the site/virtual commercial center is where the arrangement is now located. Visit this website for more information: <https://www.daraz.com.bd/>

Price: Daraz offers a diverse range of items to its customers, with a collection that numbers in the 80 million. Thus, the value's range changes. When it comes to the online marketplace, Daraz strives to provide its customers with the highest level of service. Vendors are free to establish the item's price to their heart's content. In order to pay their employees' salaries, Daraz collects commissions from all transactions. Daraz will earn a bonus when

agreements are completed inside the parameters. The commission ranges from 2 to 15%, depending on the product.

Promotion: Daraz makes its progress in part unconnected, but mostly online, which is their Facebook page, Instagram, or email advertising. In order to build a strong relationship with customers, they engage in several activities. Various articles on them have appeared in newspapers throughout the course of time. Besides that, they have a method for selling to individuals in which specialists collect commissions for the part of solicitation that they place via their record in order to help consumers. Whatever the situation may be, the number of special workouts on their Facebook page has skyrocketed recently.



Figure 4: Daraz 11.11 campaign



Figure 5: Vouchers

People: In Daraz, the number of representatives working exceeds 2,000. They are continuously increasing the scope of their work. While they use their own delivery system,

DEX (Daraz Express), to deliver goods within Dhaka, they rely on outside assistance. We work closely with eleven third-party delivery companies like Paperfly and Redex to ensure that your packages arrive on time and in perfect condition. Besides Dhaka, they have established five local center points in Chittagong, Mymensingh, Sylhet, Khulna, and Rajshahi, which are outside the capital city.

Physical Evidence: Customer purchases are processed through a virtual store. Daraz just launched a new line under the brand name "Yume." Whatever the case may be, the site has a variety of brands like Samsung, Xiaomi, Huawei, Apex, Bata, Yellow and many more.

Process: Even though online purchase measures differ from offline purchase measures, it is far more beneficial and takes far less time than the former. They use a variety of programs to keep the cycle going, including vendor focus, CRM, distribution center module, and delivery module, all of which I discuss below:

Seller Center: This product helps the merchants to keep up both cost and load of the item through speaking with the contact individual from Daraz. It likewise gives essential data to the division of business improvement and deals in Daraz for encouraging the arrangements, monitor stock and stock administration.

CRM: This tool aids merchants by allowing them to communicate with a Daraz contact person to keep track of both the cost and the load of an item. As a result, the division of business improvement and deals in Daraz has access to critical information for fostering agreements and managing inventory.

Warehouse Module: With a distribution center, it's much easier to obtain goods, stockpiles, and delivery measures with the board structure in place.

Delivery Module: It encourages outsiders to track the things being transported to the organization and grants the item the status of a conveyance.

2.6 Financial Performance and Accounting Practices of Daraz

Financial and Accounting Practices:

Financial operations at Daraz are highly reliant on the department of finance and accounts. The department is based in Banani's corporate headquarters, where it executes its roles and functions. The department is in charge of all financial transactions and accounting. As Daraz is a private ltd. company, it does not share its financial statements and detailed functions performed by the department is not disclosed. I have tried to describe the process as much as I could, with the information provided to me.

Chief Financial Officer (CFO): Daraz Bangladesh Ltd.'s CFO is Md. Mahbub Hasan FCA since 2019 and has proven himself to be an asset to Daraz Bangladesh. He is in charge of all of the company's financial affairs on a daily basis. Additionally, he is responsible for creating yearly budgets that are subsequently disseminated across the business. The CFO must also address with the global CFO important financial problems that impact the firm as a whole as well as geographically. He also develops strategies for the company's long-term financial viability, including how to generate more income while spending less. All financial operations are carefully recorded and documented by the CFO, and they are only carried out once he has given his approval. This guarantees adequate accountability. The following are a few other tasks that the Finance department performs:

- Analyze and report on the health of the company's financial statements to management.
- Look after treasury and maintain strong and close relationship with key stakeholders.
- Maintain strong and deep ties with important stakeholders while looking after the treasury.
- Create strategies and SOPs that are in line with the company's objectives.
- Organize and lead a team that is dedicated to the department's goals.

Accounts Team: The accounts team of Daraz Bangladesh plays the role of handling all the financial transactions and activities. They must maintain records of accounts of all their businesses.

Some employees in the accounting department have been tasked with keeping track of and documenting the business' finances. To keep these accounts in good standing, they must be in continual communication with the Commercial, Operations, and Management departments. Various employees are tasked with the preparation of financial reports and the analysis of financial data that has been collected.

Daily bank statements must also be recorded and prepared by the accounting department. They also need to keep a close eye on their various bank accounts. Additionally, they must keep their account information up to date regarding loan payments, interest, and other expenses, as well as money received from sales. To put it another way, the accounts department deals with all of the account information, and they do it under the direction of the CFO.

There are two ways that the accounting department handles the payment of expenses. Two people work in the accounting department to handle these duties. Both employees pay with a check and keep track of it separately, whereas the one pays with a cash account and keeps track of it as well. Each one records these activities and passes them to the accounting team, which incorporates them into the company's daily financial and accounting procedures as necessary. This is how the entire finance and accounting division runs daily, according to experts.

Management Information System: For the management and documentation of financial and accounting activities, the organization makes use of a variety of software. I'm unable to provide you the software's name because it's a matter of privacy of the corporation. Microsoft excel is commonly used to keep track of data and generate reports. Apart from that, Microsoft excel is employed for storing and evaluating financial data that's been recorded. With the use of accounting software, businesses may streamline their processes and become more efficient. The integration of all financial and accounting functions will make it easier to keep tabs on and manage the operations.

As mentioned earlier, Daraz Bangladesh maintains a strict policy in disclosing financial information and does not provide this kind of information. As a result, the financial statements remain confidential, and a proper analysis cannot be conducted regarding Daraz Bangladesh Limited. However, it can be said that the company is performing well

financially, helping them to expand their operations both regionally and globally. Daraz Bangladesh's performance has sparked an interest from Chinese giant Alibaba, causing them to buy Daraz Bangladesh's. This has helped Alibaba to slowly enter the south Asian market as well as bring in huge investment for Daraz Bangladesh Limited. So, the company can be said to be in a good financial position.

2.7 Operations Management and Information System Practices of Daraz

Management information systems, which include the people who utilize the systems as well as the hardware and software they employ, are responsible for keeping track of a company's data and making decisions based on it. To analyze, monitor, or make decisions, managers rely on information systems to gather, store, and synthesize critical pieces of corporate data. When it comes to automating manufacturing operations, Daraz Bangladesh relies on computer-based information systems. They also utilize these systems to place orders, keep track of inventories, manage billing, and collect payments from vendors. Information systems are used in the majority of consumer interactions. The information systems capture and track the transaction and transfer the data to the required locations when any customer puts an order, or a seller delivers a product for delivery through internet.

Daraz is a complete online marketplace with proper process. They maintain different software of Alibaba group for different purposes.

Seller center: It's a module that registers the business. Assort items, modify prices and post products on the internet to manage their online business. Vendor managers, on the other hand, keep track of sales, keep data current, and assess a wide range of situations and functions. The seller center is also supported by the warehousing and content departments.

Order Management System (OMS): The operational and customer support teams both use the Order Management System. Keep inventory, manage orders, handle warehouses (single and many), manage returns, and drop ship are all made easier with this module. When working with customer care teams, it's utilized to validate orders from customers and to address their concerns by managing departments

Hub Management Tool (HMT): When it comes to Market Place Cross-Docking (MPCD) and Market Place Drop-Shipping (MPDS), HMT is mostly utilized by the warehouse's operations staff to keep track of the merchandise. It's a good idea to ship the merchandise to the correct location and have it delivered there.

Delivery Module (DM): Vehicle tracking, order and parcel management, and 3PL delivery partners are all made easier with this module. To keep track of daily delivery and collection records, the finance department utilizes this module as well.

Transport Management System (TMS): The final status update of any order tracking is done via Transport Management System. This is one of the most used modules of more or less every department in Daraz Bangladesh. At the end of the day the finance department takes necessary decisions while giving money to the sellers depending on the Terminal Status updated on Transport Management System.



Figure 6: Transport Management System (TMS)

Logistics Network Platform (LNP): In essence, the Logistics Network Platform is an upgraded version of the TMS with access restricted based on who is using it at the time. Additionally, the LNP may acquire all essential data, such as shipper or recipient information, package unit pricing or retail price, weight, and any other insights.

Logistics Operation Platform (LOP): This is the core module used by the Operations department. Orders may be monitored both forward and backward, and the entire product lifetime can be followed here by dedicated status level.

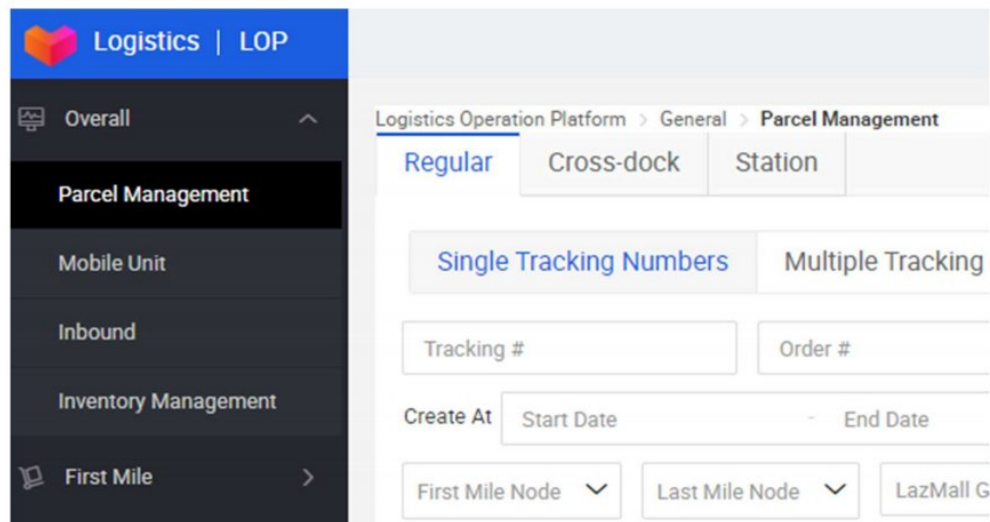


Figure 7: Logistics Operation Platform (LOP)

2.8 Company Analysis of Daraz

The study of the market structure illustrates the nature of the players in the business, the nature of the replacement goods, the entry barriers and the relative strength of customers, and suppliers. We will explain these things later in order to examine Daraz's industry structure.

The analysis of the market structure reveals the characteristics of the business's competitors, the type of substitute goods, entrance obstacles, and the bargaining power of customers and suppliers. In order to evaluate Daraz's industry structure, we shall describe these points in more detail in the following sections.

2.8.1 Porter's Five Forces Analysis of Daraz



Figure 8: Porter's Five Forces

When analyzing the competitiveness of any business environment and estimating a company's profitability, Porter's Five Forces analysis is a good place to start which I have attempted to concentrate on the issues that have an impact on Daraz in this report:

Bargaining Power of Buyers: E-commerce customers have little or no bargaining power because the pricing is established by sellers that do business on-site. Most retailers charge around the same amount for the same item in different products. Rivalry reduces the number of options purchasers have when it comes to exchanging. As a result, customers have the option of purchasing from a variety of vendors while still using the same platform.

Threat of Substitute Products: Products that may be substituted provide a challenge since a product can be purchased in person or through several different e-commerce sites. Consequently, you have a wide range of choices when it comes to making a purchase at this company. The Daraz site, which serves as a direct competitor, offers both the core and alternative items. Due to Daraz Bangladesh's wide selection of items, there aren't any risks involved. Daraz Bangladesh came up with a variety of concepts and basic values-based

solution options. They went to great lengths to establish themselves as unbeatable in the eyes of their clients.

Bargaining Power of Suppliers: Merchants do business on the Daraz platform for a commission only for utilizing the Daraz platform, therefore Daraz has no ties to the vendors there. Suppliers' negotiating power may affect sellers due to seller relationships, however Daraz and other e-commerce sites who conduct business in the same manner are immune to this. There is also a lack of negotiation power for suppliers due to the large number of them.

Threat of New Entrants: As Bangladesh's E-commerce business grows and flourishes, new competitors pose a significant challenge. As an alternative, this firm is simple because anybody who can create an app and web site for a smartphone or tablet is already in business, even though it will take some time to expand. This is a very prosperous sector, but new entrants pose a severe threat. Due to the extensive governmental infrastructure, newcomers find it difficult to break into the market. As a result, new competitors have a lower chance of succeeding.

Competitive Rivalry: In Bangladesh, the E-commerce market has a large number of participants, indicating fierce rivalry. Furthermore, the positions of all other forces point to the same conclusion. As a prominent actor, Daraz was able to successfully capture these concerns.

2.8.2 SWOT Analysis of Daraz

In a SWOT analysis, marketing tactics and products are evaluated as a whole or by specific departments in order to determine a company's strengths, weaknesses, opportunities, and threats (SWOT). Overall, it assists a company in making better decisions and achieving more success in its overall endeavors. The SWOT analysis of Daraz Bangladesh has been shown below:

Strength:

- Better website and application than competitors: The Daraz Bangladesh website and smartphone app outperform those of rivals such as pickaboo.com, clickbd.com, and bagdoom.com, which all provide similar services.
- Deals with well-known brands: Sale on well-known brands such as Samsung, Bata, and Apex at Daraz Bangladesh.
- Reliability of customers: Because many companies provide certified warranties to consumers who buy via Daraz Bangladesh, buyers are more likely to obtain legitimate products and have a window of opportunity to return them.

Weakness:

- High turnover rate: Daraz has a high turnover rate is seen in Bangladesh, where possibilities for growth are few and wages are low.
- No refunds on particular items: Items like Books and clothing, for example, cannot be returned or allow refunds.

Opportunity:

- Pioneer in online business: There is a lot of potential for Bangladesh's internet market, which is still in its infancy, to accept orders from outside the nation. Currently, Daraz ships items straight from China, but it plans to expand its reach to include orders from other nations in the future.
- In addition to cakes, cards, and flowers, Daraz Bangladesh may provide a gift delivery service.
- Emergency delivery: If there is a need in the future, they may start offering emergency deliveries like same-day delivery.

Threat:

- International behemoths like Amazon or eBay may seize control if Daraz Bangladesh fails to build a solid foothold in the market.

- Most of the potential customers for Daraz Bangladesh cannot access it since Bangladesh is still a third-world country with poor internet connectivity.
- Emerging native rivals might be a serious threat. Because of this, there are a number of rivals on the market

Therefore, Daraz Bangladesh still has a huge opportunity to grow and capture majority share of the market in the coming years. The company has encountered numerous obstacles and setbacks during its course to reach its current position. It began as a relatively small unit and has grown to become a massive organization. Businesses in the e-commerce market should prioritize providing a high-quality product and service in order to propel the industry forward. Since, Daraz Bangladesh is a decentralized company with shared fundamental values within its employees, working in changeable environments is easier than it appears. Each department works diligently, and the combination of an efficient workforce and superior technology infrastructure enables Daraz Bangladesh to maintain its leadership position in the Bangladesh E-commerce market.

CHAPTER: 3

INDUSTRY

ANALYSIS

Industry Analysis

3.1 Industry Size

The e-commerce industry in Bangladesh has experienced full growth (100%) during the years from 2015-2019, according to the E-Commerce Association of Bangladesh (e-CAB).

There are several reasons for this full growth. Some of them are:

- Adoption of internet technology is increasing
- Improvement in communication and logistics
- Continuous improvement (Kaizen) in mobile financial services and online banking modes
- A significant rise in the tech-adaptable young population

The size of Bangladesh's e-commerce sector is projected to be around \$3 billion by 2023 according to New Age BD. According to sources from Statista, following insights can be gained:

- Revenue in the E-commerce market is projected to reach US\$8,030m in 2022.
- Revenue is expected to show an annual growth rate (CAGR 2022-2025) of 22.28%, resulting in a projected market volume of US\$14,681m by 2025.
- In the E-commerce industry the number of users is expected to amount to 75.5 million users by 2025.
- User penetration is expected to hit 43.8% by 2025.

Daraz was named the number one E-commerce brand and overall 13th most valued brand of 2021 in the 13th edition of the Best Brand Award, which was organized by Bangladesh Brand Forum in partnership with Nielsen Bangladesh. Daraz is actively playing a significant role by developing the economy of Bangladesh. It is also offering a scope for employment for Bangladesh.

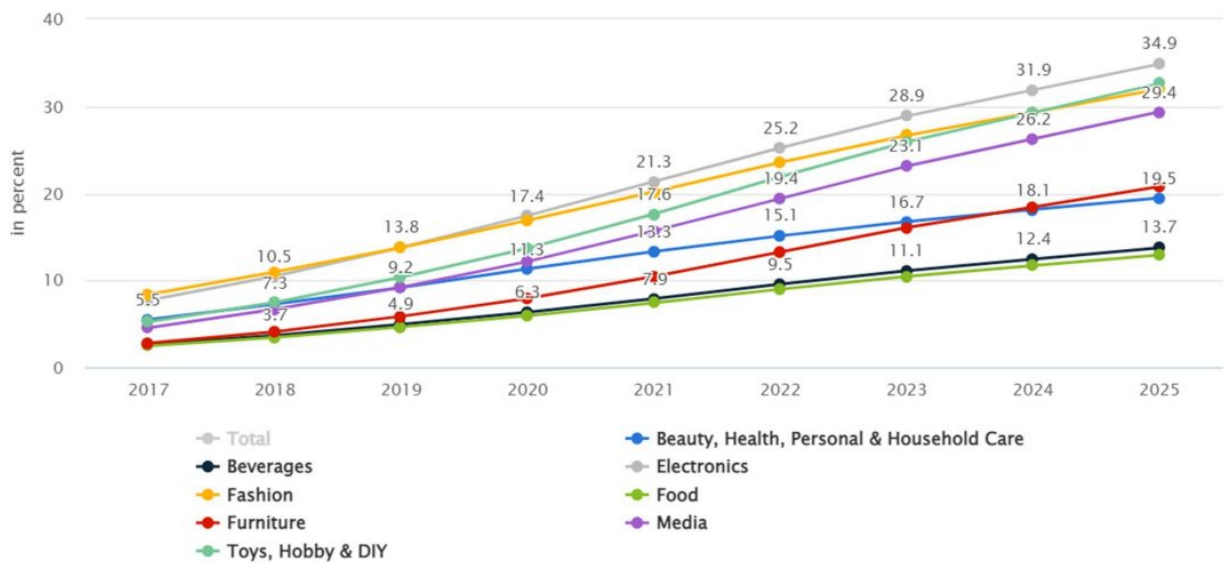


Figure 9: Market Penetration of e-Commerce Industry (2021-2022)

3.2 Maturity of the Industry

The E-commerce industry is vast and always growing. Daraz mainly falls under the marketplace category of E-commerce industry. The size of marketplace category of E-commerce industry has crossed Tk 20,000 crore (source: E-CAB Vice President Mohammad Sahab Uddin). By 2023, the market is predicted to reach an industry size of \$3 billion.

Since the early 2000s, when Bangladesh lacked extensive internet access and a stable online transaction system, the e-Commerce sector has grown dramatically. The Bangladesh Bank, the country's national bank, began allowing internet transactions in 2009. The Bangladesh Bank allowed international credit cards to be used to buy and sell goods and services online in 2013. According to the Bangladesh Telecommunication Regulatory Commission (BTRC), there are 117.3 million internet users in Bangladesh as of May 2021, with just 9.8 million using broadband connections and the rest using mobile internet.

Facebook has over 2,000 e-Commerce sites and over 50,000 e-Commerce pages, indicating that it is still a popular platform for advertising and selling things. The sector has seen strong growth in previous years, but after the emergence of the COVID-19 pandemic in

2020, growth has increased as more consumers are inclined to shop online. According to Statista, the industry is expected to increase from \$1.6 billion in 2019 to around \$2 billion in 2020, and \$3 billion in 2023.

Bangladesh enacted the Information and Communication Technology (ICT) Act of 2006 to allow e-Commerce and encourage the growth of information technology. The Act, which was revised in 2013, includes provisions for persons who commit cyber-crimes to face imprisonment and/or fines. The Act's passage has had substantial ramifications for Bangladesh's e-commerce and mobile commerce users and businesses. Low credit and debit card usage (cash remains the most popular payment option) and the lack of or restrictions on major online transaction sites such as PayPal have stifled the industry's growth.

Alibaba Group purchased Daraz Group, one of Bangladesh's top e-Commerce enterprises, in 2018. Daraz said in June 2020 that by 2021, it would invest \$59 million in Bangladesh to improve its e-Commerce logistics infrastructure, which includes its warehouse and sorting facility.

In June 2020, Bangladesh's government lifted the 49 percent maximum permitted shareholding limit on foreign e-Commerce enterprises, allowing 100 percent foreign-owned businesses to operate in the country. COVID- Demand for e-Commerce services increased dramatically as a result of 19 social distancing measures, prompting many brick and mortar enterprises to join online sales platforms.

3.3 Competitive Environment

There are a couple of competitors of Daraz in Bangladesh. The main competition of Daraz in the E-commerce industry include Bikroy.com, Shohoz, Pathao, Chaldal.com and

SO ON.

	Ticketing	Grocery	Marketplace	Lifestyle & Electronics	Logistics & Equipment
B2C	 	  	 	     	   
B2B					
C2C			 		

Figure 10: Competitive Analysis Matrix of E-commerce Industry

Details of competitors of Daraz include:

Pathao: Pathao is a renowned Bangladeshi on-demand digital platform company which provides ride sharing options. It also provides food delivery, courier and E-commerce services.

Shohoz: Shohoz is a Bangladesh-based online ride-sharing and ticketing platform.

Bikroy.com: Bikroy.com is one of the largest selling platform in Bangladesh. Its sections are dedicated to private and business advertisements for cars and vehicles, property, electronics, home appliances and so on.

Chaldal.com: Chaldal.com is a well-established e-commerce grocery platform in Bangladesh.

However, although Daraz is a leading e-commerce business in Bangladesh, it along with other e-commerce businesses face a number of challenges in Bangladesh. Few of them include: Inadequate delivery mechanisms; a relatively low internet penetration rate; the

lack of a robust online transaction system; prevalence of online fraud; undeveloped online marketing practices; and the lack of a robust privacy policy.

3.4 Covid-19 Impact Analysis

The COVID-19 pandemic is wreaking havoc on the global economy. The impact of this COVID-19 pandemic is expanding by the day, and it is harming worldwide business. The crisis is causing stock market instability, a drop in corporate confidence, a significant slowdown in the supply chain. However, owing to the COVID-19 pandemic, E-commerce industry went through a natural boost worldwide as lockdowns are in action for a long period of time.

According to the official reports of e-CAB and statements of industry insiders, sales in E-commerce platforms rose by about 70% during the pandemic, and the market size of this industry stood at nearly 2 billion USD as of August 2020, which was only 0.654 billion USD in 2016. The e-commerce companies innovatively acquired extra market shares by fulfilling customer needs while customers have been able to order goods and services from the comfort of their homes.

That said, COVID-19 has boomed the E-commerce industry in Bangladesh and opened doors for many organizations. Among them, Daraz stood in number 1 position. Daraz successfully utilized the opportunity of providing online services from door to door of people's houses and sustained as a top player in the market.

3.5 Key Industry and Growth Trends

The E-commerce industry is booming in a very fast pace. The trends of this industry are ever-changing. However, below we identify the key industry trends of E-commerce companies:

- Augmented Reality is enhancing the easiness of online shopping.

- Artificial Intelligence is helping shops to learn about the customers and their buying patterns.
- On-site personalization features are exploiting the power of customer insights to create individualized experiences for the customers.
- Chat-bots are significantly improving the online shopping experience for a lot of customers.
- Mobile application based shopping is still a key trend. It is allowing more ways for online payment.
- Headless and API-driven E-commerce platforms are now allowing Kaizen (continuous innovation).
- The concept of subscription based E-shopping is helping to keep the customers coming back. It's ensuring customer loyalty.

Interestingly, Daraz is efficiently able to match up with the above mentioned key trends in the E-commerce industry. Some of the identified reasons include: Daraz adopted strategies to create a habit-loop inside the app for repeated transactions made by customers. Daraz adopts the strategy to provide an omni-channel experience to the returning or same users. Daraz continues to align with emerging countries where internet penetration is still rising to enhance and grow its presence.

3.6 Contribution of Daraz in E-commerce Industry in Bangladesh

Among all major cities in Bangladesh, Dhaka consistently outperforms the others in terms of purchase and sell on e-commerce trading platforms, accounting for over 72-75 percent of total transaction volume. Citizen with the highest percentage of internet users is the primary reason for this situation, and being the capital city adds to it. Chittagong, dubbed the nation's port city, comes in second position (53-55 percent), followed by Narayanganj and Sylhet. The remaining transactions take place throughout the country's cities and rural areas.

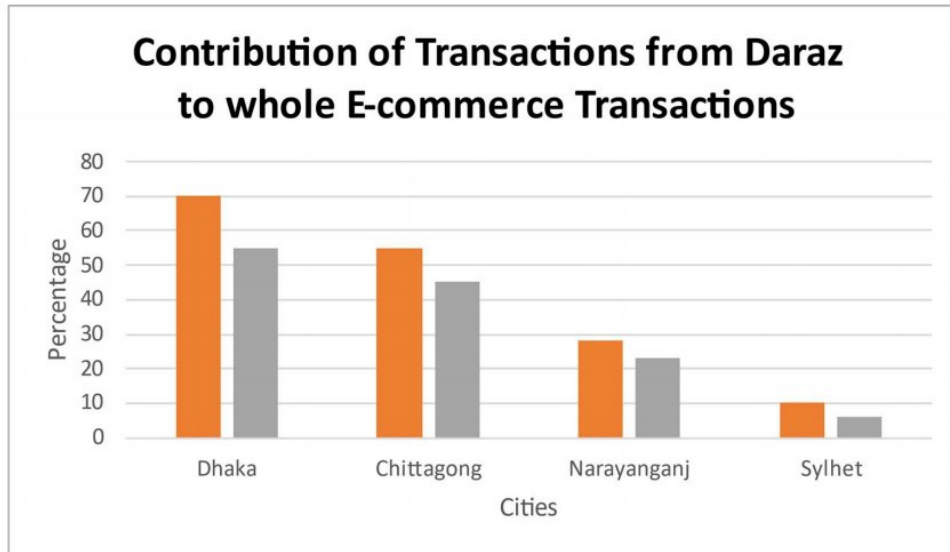


Figure 11: E-commerce transaction vs Transactions from Daraz Bangladesh

The orange bar shows Daraz Bangladesh's overall transaction volume, while the ash bar represents Daraz Bangladesh's transaction volume. If we look attentively at the chart above, it is evident that Daraz Bangladesh is responsible for 3/4th of all e-commerce transactions in our country. This is all due to Daraz Bangladesh's efficient transport operations department. Daraz Bangladesh's delivery system has successfully earned the trust of their customers by delivering their products on time and via pick-up. The claims team, as well as the 3PL team, are constantly working to increase vendor satisfaction, which makes it simpler for vendors to conduct business with Daraz Bangladesh in the long run.

CHAPTER: 4

DESCRIPTION OF MAIN DUTIES

Description of Main Duties

4.1 Internship Information

This chapter focuses on relevant information related to my internship at Daraz Bangladesh Limited. Here I tried to highlight the period, company, department details, interaction with company's employees, and job roles and assigned tasks.

Period, Company, Department and Address

I got an opportunity to do my internship in Daraz Bangladesh Limited. Daraz Bangladesh is an e-commerce pioneer, having established a new trend of online retail platforms and a shift in Bangladesh's purchasing habits. They provide a diverse range of products from well-known companies in Bangladesh alongside China and guarantee a fast, secure, and easy online buying experience. Details about the working conditions and time period are:

- The period of my internship is three months that started from the month of November 16, 2021 and will conclude on February 13, 2022.
- My working hours were 9 hours, starting from 9 a.m. in the morning to 6 p.m. in the evening.
- I worked for 6 days in a week and only Fridays were day offs.
- During the campaign time and lockdown due to Covid-19, I did Work from Home (WFH). But the office hours were strictly maintained even during WFH.
- My internship workplace is situated in the Tejgaon Sort Centre with the Transportation Operations department. The Tejgaon Sort Centre is located at 269-272, Dhaka, Bangladesh.

Interaction with Company's Employees

Interacting among employees is a very important part of my internship. In details, I try to explain the mode of communication, frequency of interaction and my relationship with employees at Daraz Bangladesh:

- My internship is under the supervision of Mr. Ehsanul Alam, Head of Performance, Cost & Claims at Daraz Bangladesh. His role is focused more in collaborating with regional teams with the purpose of exchanging best practices and information and execute innovative productivity and cost-cutting measures, as well as to create business cases to support strategic and operational choices.
- However, I was mainly supervised by Mr. Rahbar Haque, Team Lead of Project & Claims at Daraz Bangladesh. His role is onboarding Daraz collection points & experience centers and overseeing ops claim team on overall claim performances & seller, customer, 3PL, DEX settlements as per Decision Matrix.
- My main interaction was with my two supervisors. I also had three colleagues who actively supported me during my internship period. We contacted on a regular basis to brainstorm ways to improve the decision matrix.
- I also spend quality time with members from other teams like Business Intelligence (BI) team and Quality Management (QM) team.
- Our main mode of interaction was based on physical communication but we also engaged in social media using the DingTalk platform which is specially designed to communicate with all the employees at Daraz.

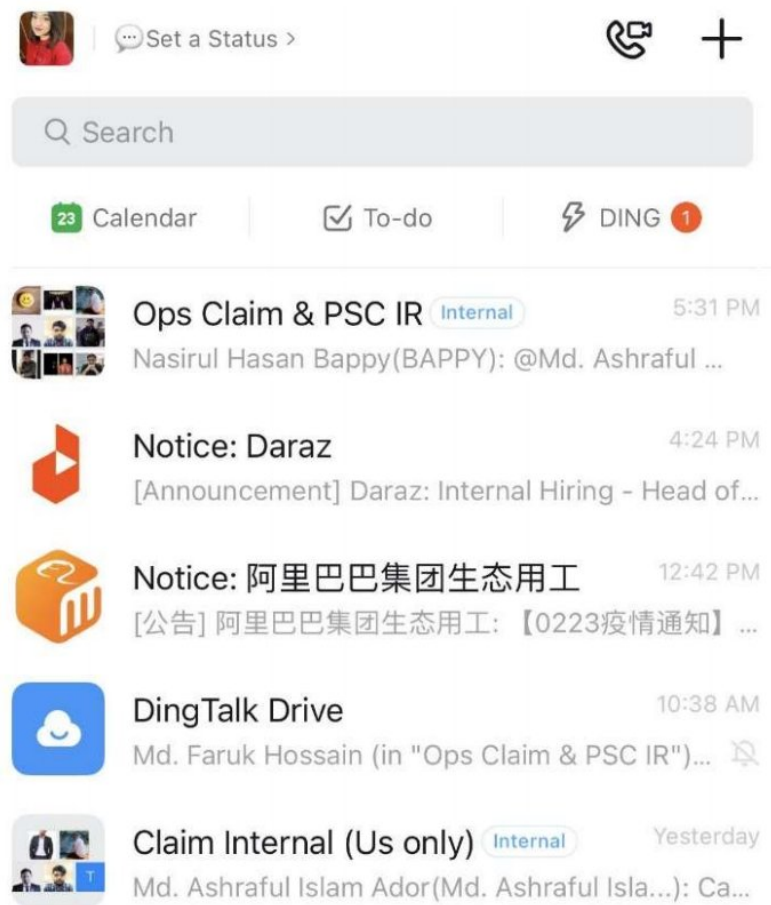


Figure 12: DingTalk Platform

Job roles and assigned tasks

I have been appointed as an intern with Daraz Bangladesh Limited's Transportation Operation Department. I've been employed there for some months and have been given specific responsibilities. Despite the fact that I was accountable for certain errands, my experience was not limited to them. I learned about more projects in my area, the relevance of each of these responsibilities, and possible alternate lines of action if any difficulties arose.

In the Claims project, I am responsible for following roles:

- Resolving cases that were shared via the Xspace, a software platform where sellers may register their claims, and by email. In total, I solved 3218 cases related to seller and customer claims.
- Use TMS (Transportation Management Software) and LNP (Logistics Networks Platform) to obtain information about sellers, customers, and orders.
- By obtaining sufficient information about the claims, I am able to make sound judgments using Decision Matrix. Decision Matrix is being used to ensure that all sellers and consumers receive equal treatment. Daraz carefully adheres to this Decision Matrix, and its confidentiality and privacy must be always protected.
- Participated on the 12.12 campaign to improve the decision making matrix.
- Identified which promo codes were used by customers during the campaign using Pivot Chart in Excel.
- Conducted extensive data analysis on the reimbursement file from 12.12 campaign to critically analyze which sellers incurred more loss and which 3PL companies were more liable for item damage or loss using Pivot Chart and Pivot Tables in Excel.
- Prepared a dashboard for Daraz Claim Team to critically evaluate the reimbursement cases in 12.12 campaign.
- Updated the dashboard regularly and showed the future trends of claim settlements. To view the dashboard:

https://onedrive.live.com/view.aspx?resid=88AD36510C215245!112&ithint=file%2cxlsx&authkey=!AKpYKottT_56iKA

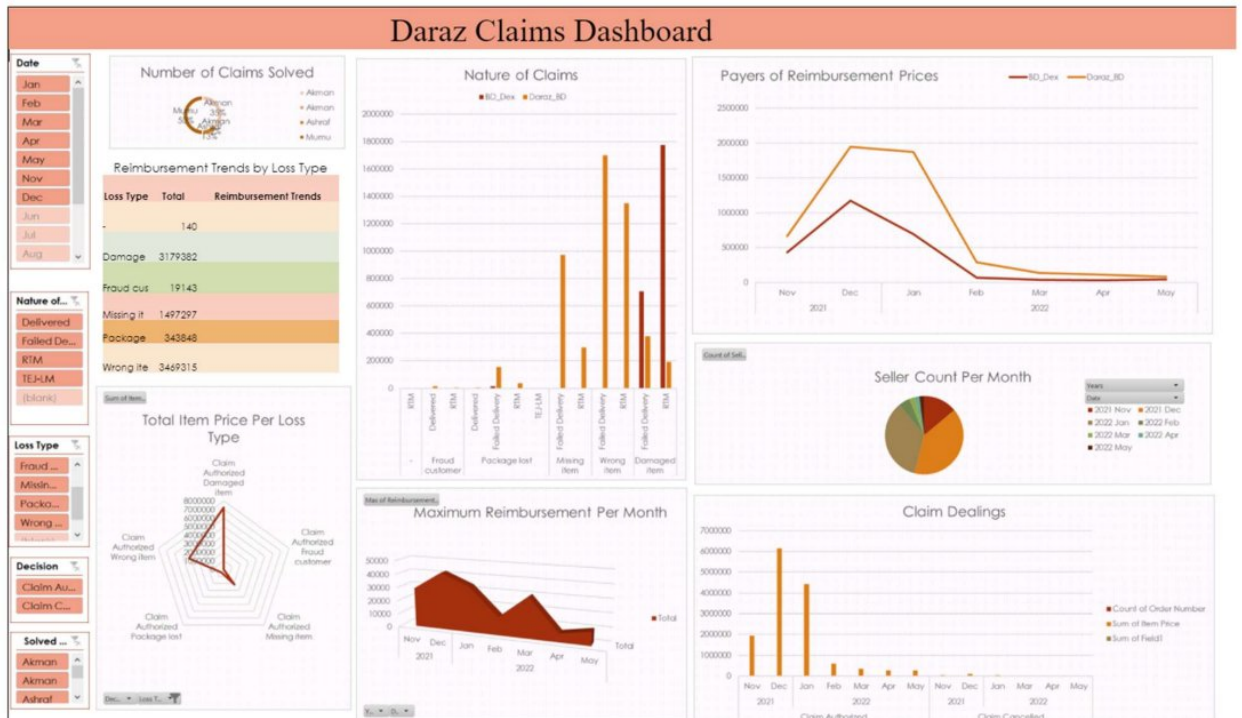


Figure 13: Daraz Claim Dashboard

In order to fulfill these mentioned tasks, I had to rely on a number of tools. These are:

- Pivot Table, Pivot Charts, Timelines and Slicers in MS Excel for dashboard
- SQL for data analysis part
- Xspace, TMS and LNP for claim resolving
- Alilang, DingTalk and Alimail for active communication regarding decision making

4.2 Internship Outcomes

This chapter focuses on the internship outcomes at Daraz Bangladesh Limited. Here I tried to discuss my contribution to the company, the experiences I have gained and the difficulties I have faced during the internship.

My Contribution to the Company

My internship is with the claim management department, which is part of the Transportation Operations Department. My major responsibility is to verify the vendors'

and customers' claims and make determinations about whether to reimburse and, if so, how much. While processing seller and customer claims is a continual procedure, I am limited to processing filtered claims. The after-sales and return teams pre-screen claims, and I make the final verdict. I have to do a comprehensive investigation to ensure that the judgment is just and that the original responsible party is identified. I also prepared extensive data analysis reports using tools like Pivot Table, Slicer and SQL to identify the original responsible party and obtain performance analysis of different sellers. Finally, I prepared a digital dashboard for the claim department to regularly show the trends of claim settlements, total reimbursement costs, 3PL liable and so on. Without the claim department, claims may go undetected, resulting in dissatisfied merchants and consumers, resulting in a significant loss for Daraz. Also, I helped the claim department to automate their report generating processes. As a result, my contribution to the firm is vital and complex.

What experiences I have gained

Below I try to summarize the most important experiences that I have gained during my internship at Daraz. These are:

- As an intern Daraz Bangladesh I got have some must needed experience which will be a great treasure for my future life in the corporate life.
- In Daraz I got some technical skill, people skill as well as some personal developments. In order to work under the Transportation Operation Department, it is a pre-requisite to have many technical skills. For instance, during my internship I had to use Xspace, TMS, LNP, SQL and MS Excel which gave me so many exposures to other data analytical software. Every Alibaba concern is operated by their own software like Alilang, DingTalk, Alimail etc. All these things helped me to make me technically sound.
- It's another experience to procure each one of those character measurements and method of talking. As Daraz has open office strategy where there is no different limit to speak with everybody and the works are generally entwined between divisions,

balanced correspondence is done frequently. This improved my relational abilities and assisted with finding out about gathering work.

- Also while working from home, I developed my communication skills using the DingTalk platform to communicate with other team members on a regular basis.
- From a personal experience in corporate life of zero to a great MNC experience, Daraz gave me the most important development of my life. Here I got to know about the corporate culture, lifestyle, problems etc.

Difficulties Faced During Internship

During this internship at some points I faced difficulties related to new environment, nature of work, and so on. Some of them are listed below:

- The transportation operations office maintains a busy and stressful work schedule, especially since I actively worked during the campaign times. As a result, I am occasionally required to work beyond than the stated work hours or even working days in order to support teams and departments.
- Since I was the only female member in the claim team, I had to adapt to the male centered working environment. However my supervisor and colleagues helped me a lot to adapt so that I do not feel uncomfortable working with them during the office hours.
- Additionally, as a private corporation, the company does not wish to provide much information and most importantly their financial statement. Due to which a thorough analysis of the financial conditions of Daraz couldn't be included in the report. This put me in a bind when it came to drafting my internship report, since I was forced to work with the scant information they provided about the organization.

CHAPTER: 5

ANALYSIS

Analysis

5.1 Company Level Analysis

Based on my internship experience, there were a few internal processes that were both exceptionally efficient and inefficient. Below I discuss it elaborately:

Efficient Processes: In Daraz Operations Claims Management, the process of data entry, data analysis and the decision-matrix are excellent and efficient. They are curated very nicely to save time and solve higher number of cases related to both customer and seller claims. The reimbursements issued are also instantly provided to the customers and sellers to retain satisfaction and loyalty from both the parties. The decision-matrix is also further enhanced by introducing a fraud customer metric (I helped to introduce it) to process only authentic claims related to failed deliveries.

Inefficient Processes: In Daraz Operations Claims Management, despite being heavily software based and technologically advanced, there was a massive inefficient process of final reporting. The department relied on traditional reporting style instead of digitally visualizing the facts. Such traditional reporting took a lot of time to prepare and sometimes were difficult to interpret what will happen next. As an intern, I proposed the department to digitize this reporting process by using Tableau and Power BI. Then by working with the Business Intelligence team, I finally developed a dashboard to show the number of cases solved daily, the major payers of the reimbursements, the reasons behind such issues and gave a prediction section to predict future reimbursement issues. However, this dashboard is only in the initial stage and needs more focus to be a strong analytic tool.

Therefore, we can see the efficient and inefficient internal processes at the Operations Claim Management at Daraz Bangladesh.

5.2 Market Level Analysis

As at the first part of internship I was assigned with some competitive analysis focusing on the behavioral perspectives of customers based on their claims made regarding their purchases. I can illustrate a competitive analysis relevant to my duties in operations department of Daraz. Here I analyzed to find out the key insights of other near competitors in the market, ShopUp, Bikroy.com and Pickaboo. From a market level point of view, I discuss the market level analysis elaborately:

Prioritizing cost-effectiveness of the customers: After the analysis of data related to price comparison provided from business intelligence team, it can be stated that Pickaboo and Daraz both considers the cost-effectiveness of clients the most and utilizes the resources according to plan.

Projects of renowned brands: To attract the new customers, Daraz has shown in their website that they were previously attached with the big projects during their 11.11 and 12.12 campaigns. These projects have boosted their credibility more than the other three competitors. For instance, Daraz collaborated with L'Oreal Paris, Unilever, Reckitt, Nestle and so on.

After sales monitoring and management: Both Bikroy.com and Daraz leads this list because of assisting consumers with proper content and monitoring after the deal closed. Analysis suggest that Daraz in their website added a return option within 7-days of purchase which is not available in other platforms.

Quality and content management: ShopUp has a different team named quality assurance team, absent in other organizations. Daraz is lagging behind in this section because the customers of Rocket app complain that sometimes the contents of this app are not customer-friendly and responsive properly. It takes more than 24 hours to update the concerns due to technical bugs in the development.

5.3 Professional Level Analysis

From a professional point of view, my internship experience has helped me better shape my career plans. Below I discuss it elaborately:

- By getting first-hand experience on working with so many different software and enhancing technical skills and data analysis skills, I believe I should opt for a career as a Business Intelligence Analyst.
- I have worked using SQL, Pivot Charts, Pivot Tables, Slicers, Deep learning tools using Power BI to mine knowledge from the customer claims and help Daraz to reduce customer and seller claims. This experience has definitely helped me plan my future by enhancing my industry knowledge.
- In addition, I believe the courses that I have learnt from the BTM department helped me to easily learn these new technical skills during the internship period. Courses like decision support systems, management information systems, and computer science and technology II (database management) helped me to develop my data visualization and technical skills, project management and operations research courses helped me to work in projects and develop decision-making matrixes. Therefore, I think all these university knowledge were deeply correlated with my internship activities and helped me a big deal.
- Despite all these, there are a few challenges that I faced during my internship period. The operations department at Daraz is heavily software based and requires a great deal of knowledge on Databases. I struggled here a little to enhance my existing amateur skills of SQL since I had only one course during my undergraduate studies. Thus I think if I had the opportunity to learn more CS based courses, I would struggle a bit less during the internship times at the beginning.

CHAPTER: 6

CONCLUSION

Conclusion and Recommendations

6.1 Conclusion

Finally, because there are no other alternatives, we may state that Daraz Bangladesh is now experiencing a high volume of sales. Consumers, on the other hand, are likely to change, and when a better option becomes available, their purchases will drop. Many believe it is untrustworthy and unworthy of confidence. There are extremely few and negligible causes for purchasing back from Daraz. As a result, Daraz has to increase its service offerings and establish a devoted client base.

Though Daraz Bangladesh has its own transportation system that facilitates third-party logistics, they must attempt to acquire more logistics in Bangladesh in order to provide a 360-degree delivery system in a shorter amount of time. Thus, if a large corporation, such as Amazon, decides to establish a presence in Bangladesh, Daraz Bangladesh will have a devoted client base and the most effective delivery system. Consumers perceive this business as fast expanding and volatile. Therefore, Daraz always needs to prepare for the long term goals and establish a dependable, strong brand image.

Therefore, from this internship report, one can get an overview on Daraz, the largest e-commerce company in Bangladesh. This report will work as a guideline for those who seek to unravel how the e-commerce industry works in Bangladesh premises.

6.2 Recommendations

Working at such large moreover multi-national corporations is usually difficult. There are always opportunities to develop new skills and face new problems. During my tenure in Daraz, I got a wealth of expertise and knowledge. I was able to make some critical observations and will therefore be able to make some critical recommendations.

- The company's time management needs to be improved in terms of event and work scheduling.

- Additionally, the company's operations should use more upgraded technology. The department in which I work is currently understaffed, which, if filled, would enable them to execute operations and make business decisions more efficiently and effectively. Additionally, it would assist them in dividing and appropriately assigning duties to personnel, thereby ensuring productivity and discipline.
- Even though Daraz Bangladesh has consistently performed well, there are several areas where it falls short. As an operations department intern, I have seen opportunities for the firm to succeed in a few areas.
- The most critical suggestion is that its operations department adopt quicker internet access, since this would allow multiple departments' activities to be better integrated. It would make data analysis and complex software operations more efficient for them.
- Daraz Bangladesh also must strengthen their service offerings and build a strong client base if they want to remain competitive. Daraz Bangladesh's client base would progressively shrink if a large company like Amazon decides to begin operations in Bangladesh as this industry is rapidly expanding and inconsistent, it's always best to plan ahead and create a trustworthy brand image in the minds of the target customers.
- Since Daraz Bangladesh started its movement in Bangladesh, they are improving each second. Regardless, it can wind up being essentially more unmistakable and better than now.
- While making this report I have been viewed a couple of concerns existing as for made by Transportation Operation Department. Along these lines, I must indicate some proposition which can be material for Transportation Operation Department similarly with respect to various divisions of Daraz.
- Particularly outside the center district region of Daraz Bangladesh, where there is less supervision, outcast cooperation bunches are required for travel in regions where a few incidents occur.
- It is necessary for Daraz Bangladesh to increase the size of its fleet in order to provide authentic transportation while also reducing the amount of lost property. To ensure that customers are paid for the difficulty, there should be a comparable agreement and disciplinary structure between untouchables and Daraz Bangladesh in case of a negative circumstance.

- Moreover, Daraz Bangladesh must employ more workers to support the weight of existing agents and create appropriate methods for workers that make it easier to work.
- If the concept of the product isn't in line with the value, buyers will get uncertain.
- Likewise, it is necessary to increase the customer and seller service gathering, as well as provide more scheduled programming, in order to provide consumers with quick and effective assistance.

Therefore, by following above stated recommendations, Daraz can improve their grip in the e-commerce industry in Bangladesh and continue being the major key player in the industry.

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